What is claimed is:

1.   A method of selecting component-level views, comprising steps of:

        receiving a request for content;

        locating a template for the requested content, wherein the template specifies a plurality of alternative views of a component that forms a portion of the content;

        evaluating one or more factors to determine an evaluation result, wherein the determined evaluation result corresponds to a particular one of the specified alternative views; and

        using the particular one of the specified alternative views for the portion of the content.

2.   The method according to Claim 1, wherein the request is received from a client and further comprising the step of returning a response to the client, wherein the response includes the particular one of the specified alternative views.

3.   The method according to Claim 1, wherein the requested content is a particular Web page and the template is a Web page template.

4.   The method according to Claim 1, wherein the template is specified in a markup language document.

5.   The method according to Claim 1, wherein the template is specified in a scripting language and is embedded in a markup language document.

1   6.   The method according to Claim 1, further comprising the step of using the determined

2   evaluation result to identify the particular one of the specified alternative views.

1   7.   The method according to Claim 4, wherein each of the alternative views is specified as a

2   child element of a particular parent element, wherein each child element has as a value its

3   associated alternative view.

1   8.   The method according to Claim 1, wherein the template specifies alternative views for a

2   plurality of components and wherein the evaluating and using steps apply to each of the specified

3   components.

1   9.   The method according to Claim 2, wherein the using step further comprises the step of

2   omitting, from the response, the specification of the alternative views which were not selected by

3   the evaluating step.

1   10.   The method according to Claim 7, wherein the using step further comprises the step of

2   omitting, from the response, the particular parent element and the child elements which were not

3   selected by the evaluating step.

1   11.   The method according to Claim 1, wherein the using step further comprises the step of

2   substituting the selected alternative view for the specification of the plurality of alternative views.

1   12.   The method according to Claim 3, wherein the using step further comprises the step of

2   using the selected alternative view to generate a version of the particular Web page that reflects

3   the one or more evaluated factors.

1   13.   A method of generating content using alternative component-level views, comprising steps

2   of:

3   determining that content should be generated from a particular template, wherein the

4   template specifies a plurality of alternative views of a component that forms a portion of the

5   content and also specifies an associated selection identifier for each of the specified alternative

6   views;

7   evaluating one or more factors to determine an evaluation result, wherein the determined

8   evaluation result corresponds to a particular one of the selection identifiers, thereby selecting the

9   associated one of the specified alternative views; and

10   using the selected alternative view for the portion of the content to generate a version of

11   the content.

1   14.   The method according to Claim 13, further comprising the step of distributing the

2   generated version of the content to a destination.

1   15.   The method according to Claim 13, further comprising the step of storing the generated

2   version of the content in a repository.

1   16.   The method according to Claim 13, wherein the using step further comprises the step of

2   embedding the selected alternative view into the generated version of the content.

1   17.   The method according to Claim 13, wherein the using step further comprises the step of

2   embedding an identifier of the selected alternative view into the generated version of the content.

1   18.   A system for selecting component-level views in a computing environment, comprising:

2   means for receiving a client request for a particular Web page;

3   means for locating a template for the particular Web page, responsive to the means for

4   receiving the client request, wherein the template specifies a plurality of alternative views of a

5   component that forms a portion of the particular Web page along with an associated selection

6   identifier for each of the specified alternative views;

7   evaluating one or more factors to determine an evaluation result, wherein the determined

8   evaluation result corresponds to a particular one of the selection identifiers, thereby selecting the

9   associated one of the specified alternative views; and

10   using the selected alternative view for the portion when generating the particular Web

11   page requested by the client.

1   19.   A computer program product for generating content using alternative component-level

2   views, the computer program product embodied on one or more computer-readable media and

3   comprising:

4   computer-readable program code means for determining that content should be generated

5   from a particular template, wherein the template specifies a plurality of alternative views of a

6   component that forms a portion of the content;

7   computer-readable program code means for evaluating one or more factors to determine

8   an evaluation result, wherein the determined evaluation result corresponds to a particular one of

9   the specified alternative views; and

10   computer-readable program code means for using the particular one of the alternative

11   views for the portion of the content to generate a version of the content.